

FOR A GREAT SMOKE,
TAKE ONE ALONG.



FREE PORTABLE BRASS ASHTRAY

WHEN YOU PURCHASE A CARTON OF ANY
STYLE OF BENSON & HEDGES 100's.

BENSON & HEDGES 100's

THE LENGTH YOU GO TO FOR PLEASURE

See specially marked packages while supplies last.

SURGEON GENERAL'S WARNING: Cigarette
Smoke Contains Carbon Monoxide.

Ultra Lights: 5 mg "tar," 0.4 mg nicotine; Mex. 8 mg "tar," 0.4 mg nicotine-
Light: 100's Soft & Morn. Box 10 mg "tar," 0.8 mg nicotine; 100's Box
11 mg "tar," 0.8 mg nicotine—100's: Soft & Morn. 15 mg "tar," 1.1 mg nicotine;
Box 16 mg "tar," 1.7 mg nicotine av. per cigarette by FTC method.